

AMENDMENTS TO THE CLAIMS

This listing of claims supersedes all prior versions and listings of claims in this application:

LISTING OF CLAIMS:

1. (Currently Amended) A method of implementing a business method conceived by a consumer by participation of consumers in implementing the business method, comprising ~~the steps of:~~

gathering business methods conceived by consumers that coincide with a basic business method concept of a company; [[and]]

discussing via a communication network at least one of the gathered business methods, ~~between~~ among a conceiver of the business method, [[and]] the company, ~~in order to implement~~ and, if appropriate, at least one additional consumer other than the conceiver selected based on confidentiality, potentiality and/or urgency of starting the business method; and

based on said discussion, implementing the at least one business method as an executable method.

2. (Cancelled)

3. (Currently Amended) The method as claimed in claim 2, wherein the at least one additional consumer is selected from among conceivers of similar business methods and experts in the business field to which the discussed business method relates.

4. (Currently Amended) The method as claimed in claim 1, further comprising the steps of[[:]]:

selecting one of the business methods implemented as the executable methods by discussing via the communication network, as a core method to be executed;

opening to the public via a communication network the core method together with an announcement of gathering proposed business methods conceived by consumers that increase the added value of the core method; and

gathering business methods conceived by consumers via a communication network that relate to the core method.

5. (Original) The method as claimed in claim 4, wherein the conceiver of the core method becomes at least one of a stockholder and a business partner of the company.

6. (Original) The method as claimed in claim 4, wherein a predetermined proportion of profit obtained by executing the core method is shared with the conceiver of the core method.

7. (Original) The method as claimed in claim 4, wherein a predetermined proportion of profit obtained by executing the core method is shared with the additional consumer who has participated in the discussion.

8. (Currently Amended) The method as claimed in claim 4, further comprising ~~the step of~~ publicly opening via a communication network information containing the core method, the conceiver of the core method, how the core method was executed, and profit obtained by executing the core method.

9. (Currently Amended) The method as claimed in claim 4, further comprising ~~the step of~~ discussing via the communication network at least one of the gathered business methods that relate to the core method, among a conceiver of the business method that relates to the core method, the company and, if appropriate, at least one additional consumer other than the conceiver of the business method that relates to the core method, selected depending on confidentiality, potentiality and/or urgency of starting the business method that relates to the core method, between a conceiver of

~~the business method that relate to the core method and the company,~~ in order to implement the business method as an executable method that increases the added value of the core method.

10. (Cancelled)

11. (Currently Amended) The method as claimed in claim ~~[[10]]~~ 9, wherein the additional consumer who participates in the discussion of the business method that ~~relate~~ relates to the core method, is selected from among the conceiver of the core method, conceivers of ~~[[the]]~~ similar business methods, and experts in the business field to which the discussed business method relates.

12. (Currently Amended) The method as claimed in claim 9, further comprising repeating the steps consisting of~~[[;]]~~:

selecting one of the business ~~method~~ methods implemented as an executable method which increases the added value of the core method by discussing via the communication network as an improved method to be executed;

opening to the public via the communication network the improved method together with an announcement of gathering proposed business methods conceived by consumers that increase the added value of the improved method;

gathering business methods conceived by consumers via a communication network that relates to the improved method; and

discussing via the communication network at least one of the gathered business methods that relates to the improved method, ~~between~~ among a conceiver of ~~[[a]]~~ the business method that relates to the improved method, ~~[[and]]~~ the company and, if appropriate, at least one additional consumer other than the conceiver of the business method that relates to the improved method, selected depending in confidentiality, potentiality and/or urgency of starting the business method that relates to the improved method, in order to implement the business method as an executable method which increases the added value of the improved method.

13. (Cancelled)

14. (Original) The method as claimed in claim 12, wherein the conceiver of the improved method becomes at least one of a stockholder and a business partner of the company.

15. (Original) The method as claimed in claim 12, wherein a predetermined proportion of profit obtained by executing the improved method is shared with the conceiver of the improved method.

16. (Currently Amended) The method as claimed in claim 12, further comprising ~~the step of~~ opening to the public via the communication network information containing the improved method, the conceiver of the improved method, how the improved method was executed, and profit obtained by executing the improved method.

17. (Currently Amended) The method as claimed in claim 12, wherein the communication network is the Internet.

18. (Currently Amended) A system for implementing a business method conceived by a consumer by participation of consumers in implementing the business method, comprising means for discussing via a communication network at least one business ~~methods~~ method that coincide coincides with a basic business method concept of a company, among a conceiver of the business method, the company and, if appropriate, at least one additional consumer other than the conceiver, selected depending on confidentiality, potentiality and/or urgency of starting the business method, in order to implement the business method as an executable core method and as an executable improved method.

19. (Original) The system as claimed in claim 18, further comprising means for gathering business methods conceived by consumers via the communication network.

20. (Currently Amended) The system as claimed in claim 19, further comprising means for opening to the public via the communication network [[as to]] information containing the executed business method, after selecting one of the implemented business method by discussing via the communication network as the business method to be executed.